In-Read-Video

Extend Your TV Campaign Successfully Online

DERSTANDARD

In-Read Videos on derStandard.at: Your Advantages

1. Your commercial is not competing with others.

Your spot is exclusively placed in an article and/or our user forum – presenting one video ad at a time, your commercial gets all the attention.

2. You don't have to pay for unseen videos.

By purchasing viewable CPMs, there is no risk of underachieving ratings expectations or pondering whether your target group actually sits in front of the screen or has left the room.

3. You'll address your target group effectively.

derStandard.at is among Austria's online platforms with the highest reach ratings. Many users are between the ages of 20 and 40 years of age, well-educated and earn a high income. By applying well-directed targeting, your campaign's success can be considerably increased.

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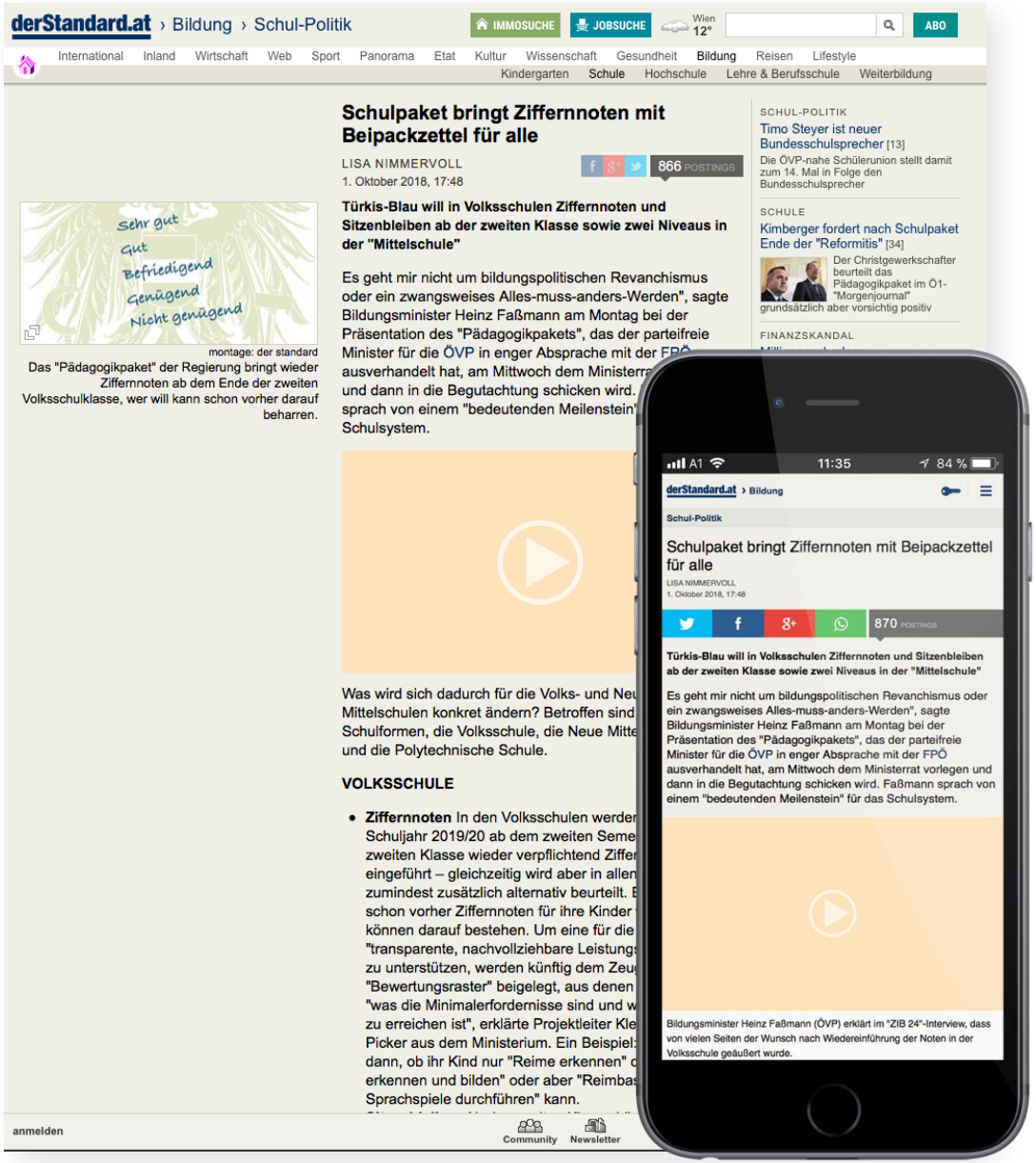

Your Video Commercial on derStandard.at

For an affective user experience the video unit is embedded in our content. The video starts automatically when the better part of it is visible.

It does not delay the display of the main content and therefore is not perceived as irritating as pre-roll videos may be.

Video ads can be targeted – the criteria comply with those for banner campaigns.

Due to the visibility guarantee only viewed videos are charged.

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Details

Achieve great advertising effects by placing your in-read video within an article.

Technical Details	
Placement in Article	After the first paragraph
Video Length	Min. 10 seconds – max. 30 seconds
Delivery	The video counts as delivered when 25% of the video had been viewable on screen
Special Features	› The video starts automatically when 50% of the ad are visible on screen, pauses when less than 50% are visible and closes upon completion › Sound at mouse roll-over › Targeting and exclusion of competing ads (on the same PI) possible › No close button necessary
Dimensions and Quality	16:9, HD / min. 400 x 225 px, 300 x 169 px mobile
File Weight	max. 2 MB
File Formats	MP4/MOV/FLV

Price	ROS (FC4/week combined with FC1/day)	Targeting
In-Read in Article	**€ 50,–** CPM gross	**€ 60,–** CPM gross

The general terms and conditions of STANDARD Verlagsgesellschaft m.b.H., to be viewed on **derStandard.at/GTCs,** are applicable. 15% agency commission and 20% VAT are applicable on all current rates. Subject to alterations. Typing and printing errors reserved.

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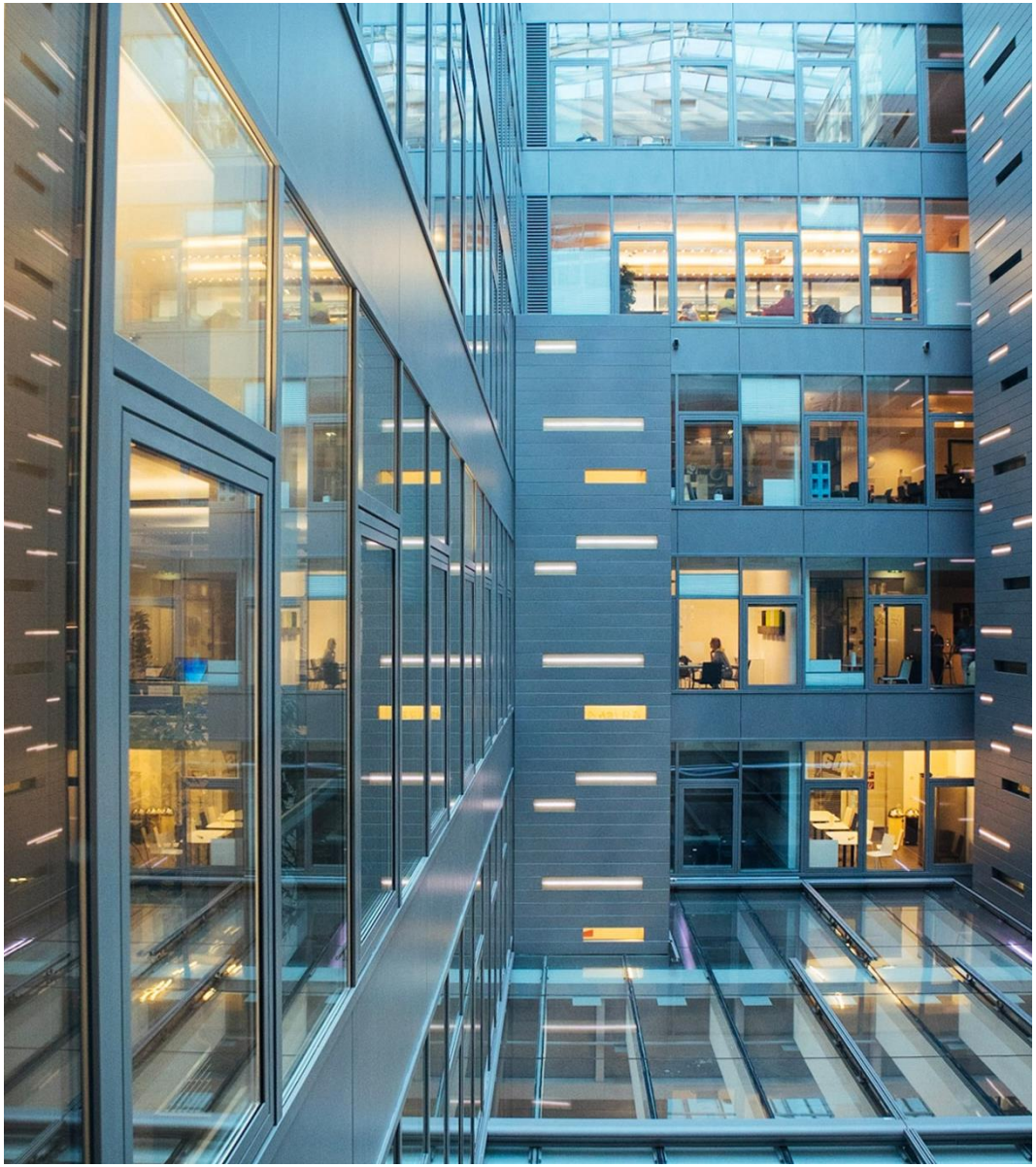

Thank you for your interest!

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